



WTIC-TV

## ORDER

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Flight Dates 09/24/12-09/30/12

Contract / Revision 389139 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact  
5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 5th DISTRICT

Alt Order # 06327373

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 10% Market Value 57200

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	22308
4WVIT	21%	12012
5WTNH	30%	17160
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$4,862.00	\$5,720.00	0.00	08/27/12	09/30/12	32	\$4,862.00	\$5,720.00
Totals	32	\$4,862.00	\$5,720.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/24/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	1	\$100.00	01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$100.00		0.00			
E 2	61	09/24/12	09/28/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	2	\$200.00	01	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$200.00		0.00			
E 3	61	09/24/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$125.00	01	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$125.00		0.00			
E 4	61	09/24/12	09/28/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$85.00	01	0.00	NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$85.00		0.00			
E 5	61	09/24/12	09/28/12		CM	4p-5p	MTWTF--	:30	9	\$175.00	01	0.00	NM	9	\$1,575.00



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Contract / Revision     **389139**     Flight Dates **09/24/12-09/30/12**Hiatus DatesOriginal Date / Revision   09/20/12/   09/20/12Order Sep   00:15:00Advertiser   **A Roraback/R/5th D/Cong**   Product **RORABACK FOR CONGRE!** Estimate #   **5th DISTRICT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5pm M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					9	\$175.00		0.00			
E 6	61	09/24/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	3	\$165.00	01	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$165.00		0.00			
E 7	61	09/24/12	09/28/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	6	\$300.00	01	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					6	\$300.00		0.00			
E 8	61	09/30/12	09/30/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$300.00		0.00			
													Totals	32	\$5,720.00